

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:)
Jim E. Rainey) Examiner: Yehdtega Retta
Application No: 10/661,220) Art Unit: 3622
Filed: September 12, 2003) Confirmation No.: 6821
For: ADVERTISING BASED ON A)
SEARCH AND USER ATTRIBUTE)
COMBINATION)

)

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION

Dear Sir:

In response to the Final Office Action dated August 13, 2009, Applicant respectfully requests that the above-identified application be amended as follows and that the following remarks be considered. This Amendment is being filed concurrently with a Request for Continued Examination (RCE).